

**REMARKS**

Claims 1, 17 and 18 have been amended to incorporate the subject matter of claim 8 and claim 8 has been cancelled. Claims 1-7 and 9-18 remain in the application. Reexamination and reconsideration of the application, as amended, are respectfully requested.

Claims 1-18 were rejected under 35 U.S.C. 103(a) as being unpatentable over Inoue USP 7,188,137 in view of Freedman 2004/0249650. The Examiner stated:

As per claim 8, Inoue discloses the one-to-one business support system wherein said client computer captures language information indicating words uttered by the customer and present the language information to an operator in a predetermined form that the operator can recognize (See Inoue, Col.14, lines 49-67 to Col.15, line 14).

This rejection is respectfully traversed with respect to claims 1-7 and 9-18, as amended.

Representative claim 1, as amended, is directed to a one-to-one business support system comprising a number of elements in combination. The claimed combination includes a storage device, a client computer and a server. The storage device stores customer attribute information indicating an attribute of a customer and purchase information indicating a commodity purchased by the customer. The client computer executes an application program to perform several functions, including: (1) narrowing down a customer who satisfies a predetermined condition based on the customer information stored in the storage device, (2) deciding a plan of an action that is performed to the customer narrowed down for each customer, (3) issuing a relation tool for executing the decided plan, and (4) performing an evaluation of the action according to a predetermined criterion. Moreover, the client computer captures language information indicating words uttered by the customer and presents the language information to an operator in a predetermined form that the operator can recognize.

The Examiner asserts that a similar combination, in which a client computer captures language information indicating words uttered by the customer and presents the language information to an operator in a predetermined form that the operator can recognize, is disclosed in Inoue (specifically at col. 14, lines 38 to 67 to col. 15, line 14). Applicants respectfully disagree.

There is no teaching or suggestion in the cited section of Inoue or elsewhere in Inoue of a combination in which a client computer captures language information indicating words uttered by the customer and presents the language information to an operator in a predetermined form that the operator can recognize. This fundamental deficiency in Inoue is not compensated by the additional reference of Freedman, which also fails to disclose or suggest a combination, in which a client computer captures language information indicating words uttered by the customer and presents the language information to an operator in a predetermined form that the operator can recognize. In the complete absence of such teaching or suggestion in either cited reference, the rejection of the amended claims based on Inoue and/or Freedman must be withdrawn.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing docket no. 116692004500.

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Respectfully submitted,

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